

FOR THOSE,
WHO CAN'T WAIT



FERIE '06

JANUARY 27 - 29 IN BELLA CENTER

24TH INTERNATIONAL TRAVEL FAIR IN COPENHAGEN

AN AUDIENCE WITH PURCHASE POWER

No January without the international travel fair in Bella Center, Copenhagen !
When the winter is most dreary, we invite the visitors to come and live out their wildest travel dreams.
And they come in great numbers, with purchase powers to match !

Facts of FERIA'05:

46.263 interested and travel eager visitors attended
10% travel abroad more than 3 times a year (min. 1 week)
69% travel 2-3 times a year
Mini-holidays/weekend-breaks are also popular
18% take a mini holiday very often
61% regularly go on mini-holidays

What type of holidays do they prefer ?

5% prefer diving holidays
12% camping
16% active holidays
20% city breaks
22% culture/nature
25% sun and beach

So not only do the visitors travel a lot – their holiday choices also reflect the trends in travel.

It is a very attractive customer group for the exhibitors – and they are really motivated !





EXHIBITORS' VIEWS

FERIE'05 was a success. This is verified in the exhibitor survey.

A record breaking attendance from no less than 51 countries, from Scandinavia, El Salvador, Honduras to Thailand and Moldovia , just to name a few countries, made up the total number of 848 exhibitors.

74% of the exhibitors were extremely/very satisfied with the quality of the visitors
25% were satisfied

35% classifies FERIA'05 as a very good fair, and 65% a good fair.

44% said FERIA'05 was better then FERIA'04
38% as good as
18% not as good as

All of 83% expect to participate at FERIA'06, while 17% do not know yet.

WHAT CAN YOU FIND AT FERIE'06?

Citybreaks, active holidays, culture/nature and cruises are increasing their market share in Denmark, but there is still a large amount of sun and beach hungry Danes.

FERIE'05 had no less than approx. 100 Danish tour operators/travel agents, with products ranging from charter holidays, individual trips all over the world, cruises and holidays by own car.

All your colleagues are here:

- Travel agents with all types of holidays
- Tourist offices worldwide
- Airlines
- Cruises
- Hotels etc.
- Danish destinations
- Globetrotter Corner
- USA pavilion organized by See America Denmark
- Large diving section

There is also a separate camping exhibition, CAMPING'06.
It starts January 20 – 22, and is together with FERIE'06 January 27 – 29.

The first weekend at CAMPING'05 there was 14.500 visitors.

As a novelty a separate golf section will be included at FERIE'06.



FACTS & PRICES



Accessibility

Bella Center is located right next to the motorway and has a car park with room for around 6000 vehicles. The new Metro runs right to the front door, so the centre of Copenhagen is just a few minutes away. There is also a bus route to the centre and regional train connections to the nearby Ørestad Station.

Opening period

FERIE'06: 27 -29 January

Opening hours

Friday: 10-18 (10-13 trade only)
Saturday: 10-18
Sunday: 10-17

Stand rental prices

Per m2 with construction:

9-36 m2: DKK 1,160 (DKK 1,210 after 1 Dec. 2005)

Construction includes white stand walls to adjacent stand, white fascia board (without text), lighting and daily cleaning of the area.

NB: turnkey stands including carpets, furniture, etc. are also available.

Per m2 without construction:

36-99 m2: DKK 985 (DKK 1,015 after 1 Dec.2005)

108-207 m2: DKK 905 (DKK 930 after 1 Dec. 2005)

Prices include daily cleaning of the area. Contact our Technical Service department if you would like assistance with the construction of your stand.

Registration fee

DKK 3,100 – including link to your own web site from www.ferie06.dk

All prices are exclusive of VAT.

Terms of payment

25% on 1 October 2005

75 % on 1 December 2005

ADDITIONAL INFORMATION



MARGIT GEIL, SALES AND PROJECT MANAGER.
E-MAIL: MARGIT.GEIL@BELLACENTER.DK

TANJA PETERSEN, SALES CONSULTANT.
E-MAIL: TANJA.PETERSEN@BELLACENTER.DK

BELLA CENTER
CENTER BOULEVARD
2300 KØBENHAVN S

TEL. +45 3252 8811
FAX: +45 3251 9636

WWW.FERIE06.DK (active from 1/8/2005)

WOULD YOU LIKE TO RESERVE A STAND AT FERIE'06

> [CLICK HERE](#)

